

Message Text

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ACTION NEA-07

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R 211455Z AUG 74

FM AMEMBASSY CAIRO

TO USDOC WASHDC

INFO SECSTATE WASHDC 8505

AMEMBASSY BEIRUT

AMEMBASSY DAMASCUS

UNCLAS CAIRO 6411

E.O. 11652: NA

TAGS: BEXP EG

SUBJ: COMMERCIAL PRESENCE FAIR 1975

REF: A. USDOC 12247 B.CAIRO 5771

1. DURING RECENT VISIT TO CAIRO FAIR, COMOFF MERRICK DISCUSSED US PARTICIPATION WITH FAIR DIRGEN SHAHIN. SHAHIN GAVE COMOFF SKETCH WHICH WHOWS AREAS ALREADY OCCUPIED AND AVAILABLE SPACE. COPY OF SKETCH BEING POUCHED TO USDOC.

2. ON OCCASION OF ONE DAY VISIT OF RTDO LEFEAVER TO CAIRO AUGUST 20 TO DISCUSS US PARTICIPATION IN FAIR, MATTER OF SPACE WAS ALSO EXPLORED. IT WAS AGREED THAT EMBASSY AND RTDO WOULD ATTEMPT TO DETERMINE AS SOON AS POSSIBLE NUMBER OF FIRMS DESIRING TO PARTICIPATE AND THEIR SPACE NEEDS SO AS TO HAVE A BETTER ESTIMATE OF OVERALL REQUIREMENTS.

3. COMOFF HAS LEARNED FROM CAIRO FAIR OFFICIALS THAT FOLLOWINT COUNTRIES HAVE MADE ARRANGEMENTS TO PARTICIPATE.

COUNTRY	INDOR SPACE M2	OUTDOOR SPACE M2
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FGR	500	
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CZECHOSLOVAKIA	500	
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ROMANIA	500	550
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BULGARIA	500	550
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NETHERLANDS	350	350
NIGERIA	160	
AUSTRALIA	300	
NORTH KORIA	500	
GDR	1,300	
13 ARAB COUNTRIES	2,200	
PROBABLY PARTICIPANTS NOT YET SIGNED		

USSR	2,235
PRC	1,520

RENTAL FEES FOR EXHIBITION SPACE IS \$22 PER M2 FOR INDOOR SPACE AND \$14 FOR OUTDOOR OPEN SPACE.

4. WITH REGARD TO PERSPECTIVE US EXHIBIT SPACE, COMOFF WAS INFORMED BY FAIR OFFICIALS ONLY AVAILABLE INDOOR SPACE IS CHINESSE PAVILION OF 1,520 M2. FAIR DIRGEN SHAHIN SAID THIS PAVILION MIGHT BE AVAILABLE IF (A) PROMPT APPLICATION WERE MADE AND (B) ENTIRE PAVILION WERE RENTED. LARGE SIZE OF PAVILION, HOWEVER, MAKES IT QUESTIONABLE WHETHER WE WISH TO RENT ENTIRE SPACE. WILL ENDEAVOR ASCERTAIN FURTHER ANY POSSIBILITY AT ALL OF SHARING SPACE IF LAYOUT OF PAVILION CAN BE MODIFIED TO PERMIT SHARING WHILE RETAINING MAXIMUM EXHIBIT VALUE. RIGHT NOW LOCATION OF ENTRANCE, ETC. TENDS HINDER DIVISION OF SPACE.

5. IN VIEW OF POSSIBLE PROBLEMS IN OBTAINING ADEQUATE COVERED SPACE, EMBSSY WOULD APPRECIATE INFORMATION ON PORTABLE STRUCTURES WHICH MIGHT BE USED IN CAIRO FAIR (GEOGESIC DOMES, INFLATABLE STRUCTURES, PREFABS, ETC).

6. COMOFF MERRICK PLANS VISIT VEIRUT WEEK OF SEPTEMBER 15 TO DISCUSS FAIR PLANNING FURTHER WITH RTDO LEFEAVER AND TO MAKE PRESENTATIONS TO AMERICAN BUSINESSMEN. RTDO TENTATIVELY HAS AGREED PENDING APPROVAL OF AMBASSADOR GODLY TO ASSIST IN CONTRACTING WITH PARTICIPANTS AND IN COLLECTION OF PARTICIPATION FEES.

7. EMBASSY UNDERSTAND THAT DAMASCUS PAVILION DIRECTOR UNCLASSIFIED

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TEYRRELL WILL RETURN TO US AFTER LABOR DAY. EMBASSY CAIRO WOULD LIKE TO TAKE ADVANTAGE OF THIS SITUATION AND WOULD WELCOME SHORT VISIT BY TEYRRELL. THIS WOULD ALSO PROVIDE OPPORTUNITY TO INTRODUCE HIM TO FAIR OFFICIAL AND SHOW HIM AVAILABLE SPACE AT EXHIBITION SITE.
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